

**1993 SECOND REVISED BUDGET
CAMBRIDGE DIRECT MARKETING
(IN THOUSANDS OF DOLLARS)**

	<u>1993 SECOND REVISED</u>	<u>1993 CURRENT PLAN</u>	<u>VARIANCE</u>	<u>1993 FIRST REVISED</u>
ADVERTISING				
MAGAZINES	\$5,000	\$0		\$0
SUPPLEMENTS	\$0			
NEWSPAPER				
FSI				
OUTDOOR				
1991 ADVERTISING REVERSAL				
AGENCY PRODUCTION	400	400		
PM PRODUCTION				
SUBTOTAL- ADVERTISING	5,400	400	\$5,000	0
EVENT SPONSORSHIP	0	0	0	0
RETAIL PROMOTIONS (INCLUDES MERCHANDISE CPN)				
JAN CTN	4,295	4,295		4,930
MAR CTN	3,900	3,900	0	4,180
TRIMESTER 2	4,876	4,876		4,525
FEB PACK	3,701	3,701		3,241
MAY PACK	3,750	3,750		3,488
JULY PACK	3,186	3,186		3,125
SECTION PROGRAMS	750	750	0	750
4TH QTR PACK PROMO	3,600			
MEGA VOLUME	2,600			
SMART SHOPPER CTN/PACK PLUS #1				
SMART MONEY PLUS				
PIGS COUPON/RETAIL				
B1G1F + CONTINUITY				
SMART SHOPPER CTN/PACK PLUS #2				
CONTINUOUS - B4G1F				
NATIONAL ACCOUNTS -CONVENIENCE/OIL				
SMART SHOPPER CTN/PACK PLUS #3				
SMART SHOPPER SMOKER CONTINUITY				
REGIONAL TRADE MARKETING				
\$1 OFF 2 PK + CONTINUITY				
LABOR DAY				
SUBTOTAL- CONSUMER INCENTIVES	30,438	24,238	6,200	24,238
COUPONING				
ON CARTON COUPONS	118,712	131,412	(12,700)	171,412
ON PACK COUPONS				
6 NATIONAL FSI'S	14,440	14,440		14,440
MEDIA DELIVERED				
RETAIL BUYDOWN				
CPN CREDITS				
	14,440	14,440	0	14,440
SUBTOTAL- COUPONING	133,152	145,852	(12,700)	185,852
DIRECT MARKETING				
DIRECT MAIL - OFFENSIVE	3,400	3,400		3,400
DIRECT MAIL - DEFENSIVE	1,700	1,700		1,700
SUBTOTAL- DIRECT MARKETING	5,100	5,100		5,100
PERM & TEMP POS/ARTWORK				
PERMANENT POS	1,200	1,200		1,200
TEMPORARY POS	1,800	1,800		1,800
ARTWORK	500	500		500
SUBTOTAL- POS	3,500	3,500	0	3,500
SAMPLING/OTHER PROMOTIONS				
MILITARY	0	0	0	0
SCRIPTO PROMOTION				
	0	0	0	0
PART-TIME SALES FORCE	7,600	7,600		8,000
PACKAGE DESIGN				
BRAND X SPECIAL PROMOTION	1,600	1,600		
SUBTOTAL- SAMPLING	9,200	9,200	0	8,000
TOTAL BRAND PROGRAMS	\$156,790	\$188,290	(1,500)	\$226,691

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